

Subject: Re: First Thursday Art Walk Music Stage
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 09/21/2016 03:35 PM
To: San Pedro Film Festival <ziggy@spiffest.org>
CC: Sharyl Holtzman <sharylholtzman@gmail.com>, Andy Pham <apham@sanpedrobid.com>

I need the digital post card.

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
lparker@sanpedrobid.com
www.sanpedrobid.com

On Wed, Sep 21, 2016 at 3:24 PM, San Pedro Film Festival <ziggy@spiffest.org> wrote:

If you have to make it out to the musicians then Sharyl will give you the names. I had already asked one musician after I spoke with Eric, John Heussenstamm to play so we can give him a shorter time slot. Sharyl and I will work that out.

Also, I'm talking to someone about doing a flash mob in front of the Warner Grand. Let me know about any restrictions for that.

Thanks Lorena!

Andy, what do you need from us to get started posting about SPIFF on FB?

Ziggy

Ziggy Mrkich | [San Pedro International Film Festival](http://SanPedroInternationalFilmFestival.org) | SPIFFest.org
| **October 6-16, 2016**

On Wed, Sep 21, 2016 at 3:08 PM, Lorena Parker <lparker@sanpedrobid.com> wrote:

Ok. Who should I make the check out to?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance

**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
Lparker@sanpedrobid.com
www.sanpedrobid.com

On Wed, Sep 21, 2016 at 2:38 PM, Sharyl Holtzman
<sharylholtzman@gmail.com> wrote:

Ok thanks; I think we can probably do two performers for \$200, or a different kind of split depending on if solo, duo or full band. Definitely workable!

Sharyl



**Events, Promotion & Social Media
Strategic Planning / Audience Building**

**C [773.398.9009](tel:773.398.9009) Skype [girlrockltd](https://www.girlrockltd.com)
www.girlrockltd.com
Facebook/GirlRockLtdLACHicago Twitter & Instagram [girlrockltd](https://www.girlrockltd.com)**

On Wed, Sep 21, 2016 at 2:32 PM, Lorena Parker
<Lparker@sanpedrobid.com> wrote:

We usually only have one performer that we pay \$400 for 3 hours. Can you make the \$400 work for all performers?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
Lparker@sanpedrobid.com
www.sanpedrobid.com

On Wed, Sep 21, 2016 at 2:02 PM, Sharyl Holtzman
<sharylholtzman@gmail.com> wrote:

Hi Lorena, Andy, I wanted to say 'hello' and nice to 'emeet' you! I go back a ways with Ziggy, but new to the SPIFFest this year, and new to

San Pedro, a resident as of 4th of July. In addition to communications director, I can assist in music events/booking (arranging our Kick Out the Jams event with Wayne Kramer on Oct 7).

Forgive me if I ask questions already covered, as the 'new kid'. The music programming would be 6p-9p? We can do this a few ways, but it seems like it would be nice to have 3 acts, maybe 30-35 minute sets, to allow time for change overs; shared backline makes that quicker too of course. Or two acts with longer sets? And/or share how you usually approach programming during art walk time, I've enjoyed as a consumer :) but not sure how long the sets are.

Looking forward to collaborating and meeting you in person.

Best,
Sharyl



**Events, Promotion & Social Media
Strategic Planning / Audience Building**

C 773.398.9009 Skype girlrockltd

www.girlrockltd.com

Facebook/GirlRockLtdLAChicago Twitter & Instagram girlrockltd

On Wed, Sep 21, 2016 at 1:55 PM, Lorena Parker

<lparker@sanpedrobid.com> wrote:

Ziggy,

How long will they play for?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
Lparker@sanpedrobid.com

www.sanpedrobid.com

On Tue, Sep 20, 2016 at 5:16 PM, San Pedro Film Festival
<ziggy@spiffest.org> wrote:

Lorena,

Good to speak with you.

Please let us know what the stipend may be for musicians for playing First Thursday.

Also, we will send you a digital flyer for facebook promotions and boosted posts.

Thank you.

Ziggy

Ziggy Mrkich | **San Pedro International Film Festival** | SPIFFest.org | **October 6-16, 2016**

On Tue, Sep 20, 2016 at 12:58 PM, Lorena Parker
<lparker@sanpedrobid.com> wrote:

Ziggy,

Please call me to discuss.

Best regards,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
lparker@sanpedrobid.com
www.sanpedrobid.com

On Tue, Sep 20, 2016 at 12:15 PM, San Pedro Film Festival
<ziggy@spiffest.org> wrote:

Hi Lorena and Eric:

With the festival just weeks away I wanted to confirm what PBID can help us with. I'm also cc-ing Sharyl Holtzman who is our Social Media and Communications Director.

Please let us know how to proceed.

Ziggy

Ziggy Mrkich | San Pedro International Film Festival | SPIFFest.org | October 6-16, 2016

On Thu, Sep 15, 2016 at 11:11 AM, San Pedro Film Festival <ziggy@spiffest.org> wrote:

Eric,

Thank you so much for the croissant and coffee this morning!

I would love to take you up on the offer for music on the outdoor stage for First Thursday, I have the perfect musician. He is very entertaining and plays blues and jazz like a pro! Oh wait he wrote the books on how to play blues and jazz published by Hal Leonard ;) This will be a perfect way to promote the festival and the event he is doing at Alva's on the 14th with his band.

How do we proceed?

Zig

Ziggy Mrkich | San Pedro International Film Festival | SPIFFest.org | October 6-16, 2016